Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Message Text

UNCLASSIFIED

PAGE 01 VANCOU 00597 232314Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----------066146 240509Z /12
R 232130Z JUN 77
FM AMCONSUL VANCOUVER
TO USDOC WASHDC
INFO AMEMBASSY OTTAWA
SECSTATE WASHDC 3569

UNCLAS VANCOUVER 0597

E.O. 11652: NA
TAGS: BEXP, ETRD, CA
SUBJECT: CCP (ACTIVITY NO. 4): ADDITIONAL LISTINGS OF U.S.
WINES IN BRITISH COLUMBIA

REF: VANCOUVER 299

1. AMONG THE RECENTLY ANNOUNCED NEW WINE LISTINGS OF THE BRITISH COLUMBIA LIQUOR DISTRIBUTION BRANCH ARE FOUR CALIFORNIA WINES: INGLENOOK CHENIN BLANC, ITALIAN SWISS COLONY CABERNET SAUVIGNON, GALLO RUBY CABERNET, AND GALLO FRENCH COLOMBARD. THE NEW SEMI-ANNUAL LISTINGS, 29 IN ALL, ARE ALL FOREIGN WINES, AND ARE INDICATIVE OF THE GREATER ACCEPTANCE OF WINE IMPORTS BY THE B.C. GOVERNMENT.

2. ACCORDING TO A LIQUOR DISTRIBUTION BRANCH OFFICIAL, THE NEXT LISTING WILL BE ANNOUNCED IN NOVEMBER. OF CALIFORNIA WINES, ONLY THE VARIETALS WILL BE CONSIDERED FOR LISTING. THIS IS PART OF THE PROVINCIAL POLICY OF ENCOURAGING THE CONSUMPTION AND THE PRODUCTION IN B.C. OF THIS TYPE OF WINE. CALIFORNIA (AND ALL OTHER FOREIGN WINES) WILL CONTINUE TO FACE A 34 PERCENT MARKUP DIFFERENTIAL VIS-A-VIS B.C. WINES, BUT, GIVEN THE GENERALLY LOW QUALITY B.C. WINES, THIS DIFFERENTIAL SHOULD NOT AFFECT THE SALE OF MODERATELY PRICED CALIFORNIA WINES. COMPETITION WILL COME MAINLY FROM OTHER IMPORTS.
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EM IN VIEW OF THE INCREASED OPENNESS OF THE B.C. GOVERNMENT TO WINE IMPORTS (WHICH THE CONGEN HAS BEEN ENCOURAGING), AND THE READY ACCEPTANCE BY THE B.C. PUBLIC OF CALIFORNIA WINES, THE CALIFORNIA WINERIES MAY WISH TO CONSIDER INCREASING THEIR MARKET PENETRATION AND PROMOTION EFFORTS.
BUCHANAN

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Message Attributes

Automatic Decaptioning: X
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Channel Indicators: n/a
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Concepts: IMPORTS, REPORTS, WINES
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Copy: SINGLE
Sent Date: 23-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Subject: CCP (ACTIVITY NO. 4): ADDITIONAL LISTINGS OF U.S. WINES IN BRITISH COLUMBIA
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